



2008/09

**TARGETED GRANT APPLICATION GUIDELINES
FOR
TRANSFORMING LIFE AFTER 50
PUBLIC LIBRARIES AND BABY BOOMERS**

**Application Deadline:
June 27, 2008**

Questions can be directed to:
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**Funding Source:
Library Services and Technology Act
California State Library**

TRANSFORMING LIFE AFTER 50

PUBLIC LIBRARIES AND BABY BOOMERS

Project Overview

In the summer of 2007, the California State Library announced the launch of the statewide *Transforming Life After 50: Public Libraries and Baby Boomers* initiative. The purpose of this LSTA funded initiative is to assist public libraries in redefining, creating and delivering new and innovative services to our state's growing population of active, older adults -- a population expected to grow more than twice as fast as California's total population, increasing 112% from 1990 to 2020, or 8.5 million people. As early as 2010, one in five Californians will be 60 years of age or older. Research has shown, however, that the current paradigm of library services for "seniors" does not match the characteristics and/or interests of this baby boomer generation.

Forty-five public library jurisdictions were selected to participate in the first year of this initiative which commenced with their attendance at a three-day *Transforming Life After 50* training institute in Pasadena from November 27-29, 2007. This training institute represented a partnership between the California State Library, Libraries for the Future, whose *Lifelong Access Libraries* national initiative has inspired library innovation on this issue, and the California Library Association. The institute's aim was to promote an understanding of older adults as resources for their communities and offer an alternative to the predominant deficit-based model of aging. It introduced participants to a new framework for working with active, older adults that promotes productive aging through learning and civic engagement with presentations from leaders in the fields of health, education, social science, spirituality and aging. The institute also provided training in community assessment and in the utilization of customized assessment tools designed for this project and its target population.

After completion of the institute, participating libraries have been invited to undertake an assessment of their own local community between December 1, 2007 and May 2, 2008, and then submit a targeted grant proposal that would address the opportunities and needs thus identified. A consulting team, LTG Associates, has been contracted to provide technical assistance with this assessment process. Each library that conducts a community assessment is eligible to receive up to \$1,000 reimbursement for staffing costs associated with this activity, and can then also submit a targeted grant proposal for up to \$20,000. These targeted grants are intended to help defray costs involved in enabling library jurisdictions to implement promising practices, test and refine models, help disseminate models, train or mentor other librarians, and participate in evaluation of innovative practices implemented to date.

Targeted proposals submitted by June 27, 2008 (see specific guidelines below) will be accepted and reviewed on a competitive basis with the most innovative and compelling being funded for the 2008/09 LSTA grant cycle.

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Guidelines

Although the State Library would ideally like to fund all libraries that attended the *Transforming Life After 50* institute with a targeted grant, there is a limited amount of funding available, which restricts the number of libraries that will be selected for funding. Therefore, proposals up to \$20,000 will be reviewed and selected for funding on a competitive basis.

Eligibility

Only those libraries that attended the *Transforming Life After 50* training institute in November 2007 and completed a community assessment are eligible to apply for these grants.

Successful proposals will include:

- a) a solid community assessment that directly correlates to the proposed activities;
- b) evidence of boomer users being included in the planning and implementation of the project, e.g., formation of an advisory board of local community representatives from the targeted boomer audience;
- c) evidence of existing or potential community partnerships*;
- d) proposed activities that are new and innovative, can generate results (new tools, models, services, practices or alliances); and can be adapted and replicated;
- e) clear budget projections aligned with project activities, including other funds, if any, that will support the project;
- f) a strong marketing and public relations plan to promote these new activities; and
- g) a feasible plan for evaluating outcomes and, if appropriate, continuing the proposed activities beyond the first year.

Due date

All grants must be received by 4:30 p.m. June 27, 2008.

Grant Proposals

1. Please use LSTA grant proposal form # 6TLAF: *Transforming Life After 50* available at http://www.library.ca.gov/grants/lsta/lsta_app_08_09.html under Targeted Grants
2. Send an original proposal (signed in blue ink) and five (5) copies to:
Attn: LSTA Grants, Library Development Services, California State Library
P.O. Box 942837, Sacramento, CA 94237-0001.
FAX is not acceptable.
3. These grants are ineligible for indirect costs.

Grant selection decisions will be announced by July 31, 2008.

**The State Library strongly believes that by involving carefully chosen partners with complementary visions, competencies and resources, the impact of this project can be powerfully extended without duplication of effort. Formalizing partnerships by defining roles, responsibilities, committed resources and expected outcomes for each organization is strongly recommended.*